LEO BURNETT COMPANY, *Inc.*
Ad No. 237—(Gold or Silver)—Req. No. 76008—1 Page—4/c Bleed—8 7/16 x 11⅝ in.—National Magazines, 1971 (F)
Printed in U.S.A.

It's not gold or silver but it works.

The tip of a Parliament works like a cigarette holder works.

It has a sturdy outer shell that keeps the filter tucked back from your lips. Neatly recessed.

So you never taste filter, just good clean Parliament flavor.

The Parliament holder.

It really shines.

King-Size and Charcoal 100's.

It works like a cigarette holder works.

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